

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But Is Not Authorized by a Candidate)

CONTRACT NO. 263223

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Sarni Rosen
Name

814 King Street Ste 400 Alexandria, VA 22314
Address

703-518-4747
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Paul Kilgore

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Adam Hasner.
- b. The candidate seeks election to the office of Congress in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____.
- b. The Purchaser is _____.

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

ORDER

Print Date 10/29/12 Page 1 of 2

Flight Dates 10/30/12-11/06/12

Contract / Revision 263223 /

Original Date / Revision
10/29/12 10/29/12

Advertiser POL/A HASNER/R/CON/FL

Agency Smart Media Group

Buying Contact

814 King St, Suite400
Alexandria, VA 22314

Product
HASNER FOR CONGRESS

Agency Com 15%

Billing Contact

814 King St, Suite400
Alexandria, VA 22314

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 06399233

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL/IBS CAND/IBS

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 26% Market Value 55000

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	16500
WPXM	%	0
WSVN	25%	13750
WTVJ	19%	10450

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	8	\$12,155.00	\$14,300.00	25.80	10/29/12	11/05/12	8	\$12,155.00	\$14,300.00
Totals	8	\$12,155.00	\$14,300.00	25.80					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	11/05/12	11/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$2,500.00	P-2	3.30	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1			\$2,500.00		3.30			
E 2	WPLG	11/05/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$1,300.00	P-2	3.40	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1			\$1,300.00		3.40			
E 3	WPLG	11/04/12	11/04/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:35 PM)	-----1	:30	1	\$1,600.00	P-2	2.30	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1			\$1,600.00		2.30			
E 4	WPLG	11/01/12	11/01/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	---1---	:30	1	\$2,500.00	P-2	3.30	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---			1			\$2,500.00		3.30			
E 5	WPLG	11/01/12	11/01/12		CM	6-630pm	---1---	:30	1	\$1,300.00	P-2	3.40	NM	1	\$1,300.00



WPLG

Print Date: 10/29/12

Page 2 of 2

Contract / Revision **263223** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **POL/A HASNER/R/CON/FL** Product **HASNER FOR CONGRESS** Estimate # **C30N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 6p LCL News										
				M-F Local News		(6:00 PM-6:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$1,300.00		3.40		
E 6	WPLG	10/30/12	10/30/12	M-F 6p LCL News	CM	6-630pm	-1-----	:30	1	\$1,300.00	P-2	3.40 NM	1	\$1,300.00
				M-F Local News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1-----					1	\$1,300.00		3.40		
E 7	WPLG	10/31/12	10/31/12	M-F 11-1135P	CM	11-1135P	--1----	:30	1	\$2,500.00	P-2	3.30 NM	1	\$2,500.00
				M-F 11-1135P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--1----					1	\$2,500.00		3.30		
E 8	WPLG	10/31/12	10/31/12	M-F 6p LCL News	CM	6-630pm	--1----	:30	1	\$1,300.00	P-2	3.40 NM	1	\$1,300.00
				M-F Local News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$1,300.00		3.40		
													Totals	8 \$14,300.00